

~~EXECUTIVE SECRETARIAT~~

ROUTING SLIP

TO:

		ACTION	INFO	DATE	INITIAL
1	DCI				
2	DDCI				
3	EXDIR				
4	D/ICS				
5	DDI				
6	DDA				
7	DDO				
8	DDS&T				
9	Chm/NIC				
10	GC				
11	IG				
12	Compt				
13	D/OCA				
14	D/PAO				
15	D/PERS				
16	D/Ex Staff				
17	D/OTE/DA		X		
18					
19					
20	ER		X		
21					
22					

SUSPENSE

Date

Remarks

STAT

ER 88-3398X

Executive Secretary

30 Aug '88

Date

3637 (10-81)



The Washington Campus

2620 P Street, N.W.
Washington, D.C. 20007

202/337-0180

Member Institutions:

Arizona State University
University of California, Berkeley
University of California, Los Angeles
Cornell University
Dartmouth College
Georgetown University
Grand Valley State University
Howard University
Indiana University
The University of Michigan
The University of New Mexico
The University of North Carolina at Chapel Hill
The Ohio State University
Purdue University
The University of Texas at Austin
Texas A&M University

MEMORANDUM

TO: Friends of The Washington Campus

FROM: Thomas W. Carr, Vice President and Director of
Program Development

SUBJECT: "Business and the Public Policy Process: How
Washington Works"

Each year The Washington Campus departs from its full schedule of tailored programs (see list of 1988 clients enclosed) to offer two "open-enrollment" sessions entitled "Business and the Public Policy Process: How Washington Works." These are described in the enclosed brochure.

Participants are from corporations, associations, universities, and government itself (both civilian and military); and the week gives them an inside, off-the-record look at Washington policy making.

Evaluating his own experience with The Campus, a company president recently said:

"An outstanding program that sensitizes the business executive to the driving forces and dynamics operating in Washington."

Open enrollment seminars in the 1988-1989 series:

<u>Dates</u>	<u>Status</u>
October 2-7, 1988	Booked - short wait list
April 23-28, 1989	Space available
October 1-6, 1989	Space available

IN EACH OF THESE PROGRAMS WE WILL TAKE AN ESPECIALLY CLOSE LOOK AT THE 1988 ELECTIONS AND THEIR POTENTIAL IMPACT ON BUSINESS.

To make reservations, return the enclosed application or call the Campus Registrar on (202) 337-0180. If you have questions or need additional information, please feel free to call me directly.

A not-for-profit educational organization

DCI
EXEC
REG

1-261-15



The Washington Campus

THE WASHINGTON CAMPUS 1988 PROGRAM SCHEDULE

<u>PROGRAM</u>	<u>DATES</u>
Edison Electric Institute (The Executive Public Policy Institute #10)	February 21-26 March 13-18
United Technologies Corporation	March 1-3
Pace University Executive MBA (EMBA)	March 6-10
W.R. Grace	March 22-24
The New England	April 18-22
Open Enrollment: "Business and the Public Policy Process: How Washington Works"	April 24-29
Pharmaceutical Manufacturers Association	May 2-5
American Council of Life Insurance	May 9-12
United Technologies Corporation	May 16-18
Dow Chemical	May 23-26
Member Schools MBA Session I Session II	June 1-24 June 28-July 22
Washington University in St. Louis EMBA	June 5-10
World Bank	June 16-17
Dow Corning	June 22-24

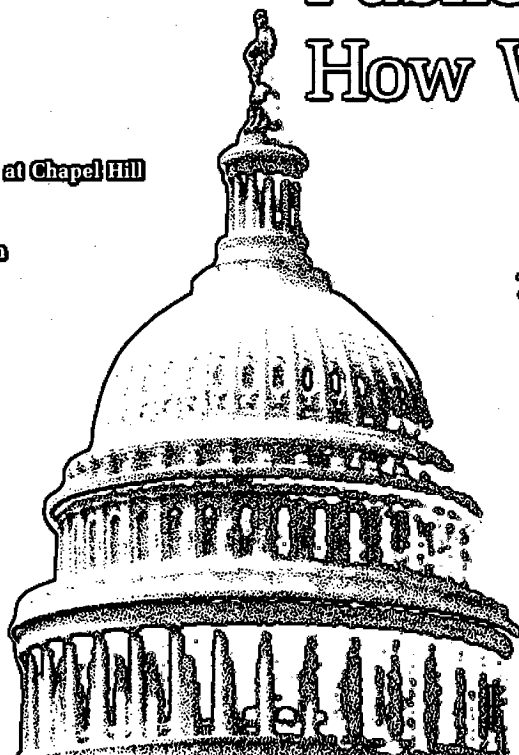
THE WASHINGTON CAMPUS
PROGRAM SCHEDULE -- 1988
PAGE TWO

SCANA (South Carolina Gas and Electric)	July 11-12
Dow Chemical USA (Manufacturing and Executive Management)	July 26-28
United Technologies Corporation	September 12-14
American Bakers Association	September 20
Eastman Kodak	September 21-23
The John Hancock Companies	September 25-30
IBM Corporation	September 28-30
Open Enrollment: "Business and the Public Policy Process: How Washington Works"	October 2-7
American Gas Association	October 11-13
American Council of Life Insurance	October 16-21
United Technologies Corporation	October 24-26
Pharmaceutical Manufacturers Association	November 14-17
Dow Chemical Agricultural Division	November 29- December 2
American Institute of Certified Public Accountants	December 6-9
Northeastern University EMBA	December 13-16
John Hancock Management Committee	December 14-16

The Washington Campus

Arizona State University
University of California, Berkeley
University of California, Los Angeles
Cornell University
Dartmouth College
Georgetown University
Grand Valley State University
Howard University
Indiana University
The University of Michigan
The University of New Mexico
The University of North Carolina at Chapel Hill
The Ohio State University
Purdue University
The University of Texas at Austin
Texas A&M University

Business and the Public Policy Process: How Washington Works



1988-1989 Series

Washington, D.C.

October 2-7, 1988

April 23-28, 1989

October 1-6, 1989

Faculty and Lecturers

Mr. David S. Broder

Political Columnist
The Washington Post

The Honorable Robert C. Byrd

United States Senator
West Virginia
Majority Leader, U.S. Senate

The Honorable John C. Danforth

United States Senator
Missouri

The Honorable Kenneth M. Duberstein

Chief of Staff
The White House

The Honorable Stuart E. Eizenstat

Partner
Powell, Goldstein, Frazer & Murphy
Former Assistant to the President
for Domestic Affairs

The Honorable Richard E. Gephardt

United States Representative
Missouri

Dr. Kevin C. Gottlieb

Former Executive Assistant and Senior
Policy Advisor to
Senator Donald W. Riegle, Jr.

The Honorable William G. Hyland

Editor
Foreign Affairs

The Honorable Sidney L. Jones

Former Under Secretary of Commerce
for Economic Affairs

Dr. Gerald D. Keim

Professor of Management
College of Business Administration
Texas A&M University

The Honorable Richard G. Lugar

United States Senator
Indiana

The Honorable Roger B. Porter

Professor of Business and Government
John F. Kennedy School of Government
Harvard University
Former Deputy Assistant to the
President for Policy Development

The Honorable Lee Thomas

Administrator
Environmental Protection Agency

The Honorable Timothy E. Wirth

United States Senator
Colorado

Ambassador Clayton Yeutter

United States Trade Representative

The Honorable Frank E. Young

Commissioner, Food and Drug
Administration

Faculty for *Business and the Public Policy Process* will be comprised of individuals experienced in the field of government, business, and public policy, such as the speakers listed above or pictured.

A new dimension in management education

The Washington Campus

"Like it or not . . . the private sector executive spends large amounts of time dealing with the federal government . . ."

—The Honorable L. William Seidman
Chairman Emeritus, The Washington Campus

Chairman, Federal Deposit Insurance
Corporation

THE CHALLENGE FOR MANAGEMENT

Today, federal legislation, regulation, and economic policy affect every facet of business. The volume of this legislation is growing and much of its impact is negative. Management must understand the governmental process to anticipate, influence, and respond intelligently to government initiatives. Effective corporate performance in the public policy arena is essential both to business profitability and to the formation of a sound national economic policy. This dimension of management is vital to the success of every corporation.

THE WASHINGTON CAMPUS

The Washington Campus is an educational institution founded by a consortium of colleges and universities to provide a new dimension in management education which focuses on the relationship between business and the public policy process.

The Campus's Washington base offers superb educational resources and unique opportunities for first-hand experience with the processes of government. *Over the past decade hundreds of key executives from America's leading corporations and public institutions have participated in programs of The Washington Campus.*

Business and the Public Policy Process: How Washington Works

This six-day course for senior-level executives, held in Washington, D.C., provides an intensive first-hand exposure to the political process and its impact on management.



Congressman Richard B. Cheney (Wyoming), former White House Chief of Staff



Anne Wexler, Assistant to President Carter for Public Liaison



The Honorable Charles L. Schultze
Former Chairman, Council of Economic
Advisers



David R. Gergen, Editor
U.S. News & World Report
Former Assistant to President Reagan
for Communications

Business and the Public Policy Process: How Washington Works

OBJECTIVES OF THE PROGRAM

- To provide an understanding of how federal actions affect business and impact management decisions.
- To present a close-up, integrated view of the Congress, the executive branch, and the legislative and regulatory processes.
- To examine the role of other participants in the process: the press, interest groups, trade associations, lobbyists, and Washington lawyers.
- To show how government processes can be monitored and influenced.
- To explore how management can incorporate the public policy dimension into decision making and strategic planning.

SPECIAL FEATURES

- Focuses on the impact of government on business management.
- Utilizes a distinguished faculty of high-level government officials and corporate executives.
- Emphasizes informal, off-the-record discussions with members of Congress, top executive agency officials, well-known lobbyists, the press, and other key players in the governmental process.
- Provides direct exposure to the process—sessions held on Capitol Hill, in the White House, and in Cabinet agencies.
- Relates governmental action and political organization to management strategy and decision making.
- Highlights the subtleties of the public policy process and how it can be monitored and influenced.

"Three years ago the Edison Electric Institute joined with The Washington Campus to provide top executives of America's public utilities first-hand knowledge of how Washington works. As a result of this program the executives, the companies, and the industry have become more effective in their efforts to obtain sensible legislation and regulation."

—The Honorable Frederick L. Webber, Executive Vice President
Edison Electric Institute, Former Assistant Secretary of the Treasury
April, 1983

What participants say

"... it was extremely useful for me to put the entire Washington experience together ... It is an invaluable program, even for Washington 'insiders,' and I wouldn't hesitate to recommend it to others."

—Fredrick D. Palmer
Chief Executive Officer
Western Fuels Association Inc.

"A first-rate experience from which any executive can benefit."

—Robert N. Wilson
Vice Chairman, Executive Committee
Johnson & Johnson

"An outstanding program which exceeded my expectations. The speakers gave me meaningful tools to take back and implement. It was well worth my time and I plan to send several people to the next program."

—Peter H. Forster
President and Chief Operating Officer
Dayton Power and Light Company

"The United Technologies attendees were unanimous in their praise of the substance and quality of the presentations."

—M. Roger Peterson
Director
United Technologies Corporation

"Outstanding program. Very good investment of time. Probably the best overall seminar I have attended."

—John W. Tysse
Director of Marketing
Dow Chemical U.S.A.

"Your program provided the information which I need both to understand the system and to work with it."

—Stephen M. Younger
Group Leader
Lawrence Livermore Laboratories



Senator Ernest F. Hollings
(South Carolina)



Former Ambassador to the Organization of American States,
Sol M. Linowitz (R), FDIC Chairman, L. William Seidman (L),
and former Chairman of John Hancock, John G. McElwee



Barber B. Conable, Jr.
President, The World Bank



Brent Scowcroft, Assistant to President Ford
for National Security

Registration Information

<i>Program Dates</i>	<i>Fee</i>
October 2-7, 1988	\$2150
April 23-28, 1989	\$2300
October 1-6, 1989	\$2300

This fee covers tuition for complete program activities, reference materials, supplies, breakfast and lunch daily, receptions and dinners on the first and final evenings, local transportation and a Campus hospitality suite.

Lodging is not included in the program fee. A block of rooms has been reserved for participants at a convenient, centrally-located hotel in Washington, D.C., with easy access to the White House, Capitol Hill, the executive branch agencies, the Kennedy Center, and other attractions. National Airport is a 15-minute ride away from downtown Washington. *Information on hotel accommodations will be mailed to participants upon acceptance. Background reading materials will follow.*

Registration Information.

Call (202) 337-0180. Mail registration to:

Registrar

The Washington Campus

2620 P Street, N.W.

Washington, D.C. 20007

Sessions will be limited to participants selected from among upper-middle or top-level executives who apply or are nominated by their organization.

Applications should be submitted **as soon as possible**. Organizations wishing to reserve blocks of space may do so by calling or writing the Registrar.

Acceptances will be sent promptly.

Cancellation Policy. Withdrawals within two weeks of the beginning date of the program will be charged 50% of the registration fee. There will be no charge for substitutions.

The Washington Campus is a non-profit educational organization that does not discriminate among applicants and participants on the basis of race, religion, sex, national origin, color, or handicap.

(Form May Be Reproduced For Multiple Applicants)

Application for Admission

**Business and the Public Policy Process:
How Washington Works**

Washington, D.C.

Check one:

☐ October 2-7, 1988 ☐ April 23-28, 1989 ☐ October 1-6, 1989

Date of Application _____

Name _____ Nickname _____

Title _____ Organization _____

Business Address _____

City, State _____ Zip _____

Business Phone () _____

How did you first learn of The Washington Campus? _____

PRESENT OCCUPATION

Description of Duties _____

Name of your home district Congressman _____

EMPLOYMENT EXPERIENCE

Previous positions (most recent first)		Approximate Dates	
Company	Position	To	From
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Please check: ☐ Confirms telephone registration
☐ Check enclosed, made payable to **The Washington Campus**
☐ Bill me
☐ Bill my employer:

Name _____

Address _____

Please return this form to: **The Washington Campus**
 2620 P Street, N.W.
 Washington, D.C. 20007

The Washington Campus

2620 P Street, N.W., Washington, D.C. 20007



Board of Directors

The Honorable William F. Gorog
Chairman of the Board
Chairman, Arbor International
Former Executive Director
White House Council on International
Economic Policy

Dr. Ronald E. Frank
Vice Chairman of the Board
Dean, Krannert Graduate School of
Management
Purdue University

Dr. Colin C. Blaydon
Dean, The Amos Tuck School of Business
Administration
Dartmouth College

Dr. Alison P. Casarett
Dean, Graduate School
Cornell University

Dr. A. Benton Cocanougher
Dean, College of Business Administration
Texas A&M University

Mr. Justin Davidson
Dean, College of Business
The Ohio State University

Dr. Marvin G. DeVries
Dean, F.E. Seidman Graduate
College of Business
Grand Valley State University

Dr. John P. Evans
Professor, Graduate School of Business
Administration
The University of North Carolina at
Chapel Hill

The Honorable David R. Gergen
Editor, *U.S. News & World Report*
Former Assistant to the President for
Communications

Dr. John Kraft
Dean, College of Business Administration
Arizona State University

Dr. Rodrigo Lievano
Associate Dean, The Robert O. Anderson
Graduate School of Management
The University of New Mexico

Dr. Robert C. Lind
Professor of Economics, Management
and Public Policy
Graduate School of Management
Cornell University

Dr. Michael B. Metzger
Professor of Business Law
School of Business
Indiana University

Dr. John G. Myers
Associate Dean, School of Business
Administration
University of California, Berkeley

Dr. Robert S. Parker
Dean, School of Business Administration
Georgetown University

The Honorable Roger B. Porter
Professor of Business and Government
John F. Kennedy School of Government
Harvard University
Former Deputy Assistant to the
President for Policy Development

Dr. Gregory S. Prince, Jr.
Associate Dean of Faculty, Faculty of
Arts and Sciences
Dartmouth College

Dr. Carol A. Scott
Associate Dean, Academic Affairs
The John E. Anderson Graduate School
of Management
University of California, Los Angeles

Mrs. Sarah B. Seidman

Mr. John B. Shlaes
Director of Planning
Edison Electric Institute
Former Director
White House Conferences

Dr. Otis A. Thomas
Associate Dean, School of Business and
Public Administration
Howard University

The Honorable Charles E. Walker
Chairman
Charles E. Walker Associates
Former Deputy Secretary of the Treasury

The Honorable Anne Wexler
Chairman, Wexler, Reynolds, Harrison
and Schule, Inc.
Former Assistant to the President
for Public Liaison

Dr. Gilbert R. Whitaker
Dean, Graduate School of Business
Administration
The University of Michigan

Dr. Robert E. Witt
Dean, Graduate School of Business
The University of Texas at Austin

Ms. Terry R. Zack
Manager, Management Development
Pfizer Inc.

The Honorable L. William Seidman
Honorary Board Member
The Washington Campus
Chairman, Federal Deposit Insurance
Corporation

Executive Staff

Ms. Antoinette Pace Durkin
Vice President and Executive Director
Former Administrative Assistant to
Congressman Norman Y. Mineta
Scheduling Director, Mondale
for President Campaign

Mr. Thomas W. Carr
Vice President and Director of Program
Development
Former Director, White House
Fellowships Program
Director of Education, U.S.
Department of Defense

Mr. R. Scott May
Associate Director

Ms. Kristin A. Pauly
Associate Director

Ms. Susan L. Smith
Associate Director